

134.-16.



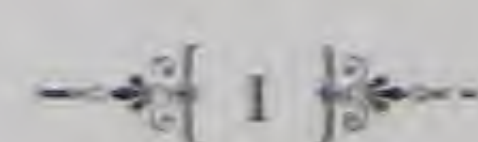
The Renaissance of
**COLORED
STUCCO**



Bishopric White Stucco in the Spanish Style

I would have our ordinary dwelling houses built to last and built to be lovely; As rich and full of pleasantness as may be, within and without. When we build, let us think that we build forever. Let it not be for the present life nor for present use alone.

— JOHN RUSKIN



A Renaissance in America

Stucco in all its endless varieties of finish and color has been used for century upon century in almost every part of the world. Here in America we are just beginning to appreciate its possibilities. We are experiencing a renaissance in the use of color and texture for the stucco in our homes.

Delving into ancient records and examining the ruins of old civilizations, we find traces of a considerable amount of stucco work, some of it in an excellent state of preservation.

The old Hindu temples in India were constructed in part of stucco. This material was used in the tombs of the kings of Egypt. In ancient Rome plaster and stucco were much used to protect the flimsy wooden structures from fire as well as to protect the home. Vitruvius' works on architecture contain excellent specifications for plastering, and Pompeii and Herculaneum are veritable museums of colored stucco work.

With the invasions by the Goths and the Vandals, plastering became a lost art in Italy. About 1200 A. D., however, plastering and stucco came into evidence in northern Italy. With the Renaissance we find elaborately detailed stucco walls and beautiful, smooth plaster interiors offset by rich textile hangings and sculptured ornaments.

Crossing the Atlantic to this continent, we find in quaint old Quebec stucco applied over wood lath in houses 150

years old or more. On Mount Vernon, George Washington's beautiful estate on the Potomac, there is a stucco building approximately 125 years old and still in an excellent state of preservation.

In Europe and elsewhere abroad, the use of stucco has been continuous, we see, for centuries, due in part to the progressive decrease of timber supply and to the corresponding increase in experienced artisans capable of properly mixing and applying the material to secure artistic and permanent results.

However, it was not until Bishopric, through research and modern engineering, developed the utmost in stucco that the real value of this thoroughly charming and artistic building material became apparent. Using nothing but the finest of raw materials, safeguarded by painstaking laboratory analysis and expert factory supervision, Bishopric Stucco with Bishopric Sunfast Finish is the highest quality stucco obtainable.

A quarter of a century's experience in the manufacture of the best in building materials together with an appreciation of the charm of color has enabled Bishopric to sponsor this renaissance of beauty and durability in American stucco.



*Doorway of the old stucco
Rathaus, Rothenburg*

Providing the Utmost in Beauty Permanence and True Living Comfort

THINKING people remember that the materials that enter into the construction of the new home should have as much thought and consideration as the style of architecture and the arrangement of the interior. Upon the materials used and the quality of the construction depend the beauty, the permanence, the comfort, and the lasting satisfaction of your home.

If you would enjoy completely true living comfort — warmth in winter, coolness in summer, and if you would enjoy this comfort year after year without recurring painting bills and repairs, you will find Bishopric Stucco and Bishopric Sunfast Finish the ideal materials for the outside walls of your home.

Whatever color scheme you fancy, whatever shade or tint will harmonize with the house you plan, there is Bishopric Stucco with Bishopric Sunfast Finish to meet the demand. Bishopric

Sunfast Finish is the color finish that gives the last touch of beauty to the durable Bishopric Stucco wall beneath. It is truly said that there is no stucco as beautiful as colored stucco, and no colored stucco to compare with Bishopric.



*Old stucco dwelling
Potes, Spain*

Obtaining a New Standard of Living Coolness in Summer Cozy Warmth in Winter

Builders who obtain the facts before going ahead are realizing that with Bishopric a structure with more living comfort winter and summer can be obtained.

Refreshing coolness in spite of mid-summer heat is assured, because Bishopric effectually seals the walls. In like manner, precious heat, so expensive these days, is retained in winter. Some people live in half-comfortable houses, but there is no longer any reason why such houses should be built when the efficiency and economy of Bishopric are considered.

When Bishopric construction is provided throughout (see page 16) there is no dampness to penetrate, no sweltering summer day to stifle — because the Bishopric wall is heat-proof, damp-proof and weather-proof. A dead air space is provided, the best known insulator.

Dry, healthful homes of equable temperature, homes with a new degree of living comfort, at no added building cost, are every day being built by people who know the facts of Bishopric. Another advantage offered by the Bishopric wall is that it stops sound in just as effectual a manner as it does heat and cold.



Dignified and interesting this New England type in Sienna Buff

Protection Against Winter Frosts

IN HOUSES of ordinary construction, tests show that as much as one third of the heat produced is wasted. It passes through the walls because there is nothing to stop it. Every winter millions of dollars worth of wasted heat is lost through the walls of the houses that are not built with insulation values in mind.

Winter, however, has no terrors for houses built of Bishopric. Your home of Bishopric will have greatly reduced fuel bills, with added living comfort. Some people have found out that proper forethought in the selection of materials for insulation purposes enables the use of a smaller, less expensive type of heating plant.

How Bishopric Saves Hundreds of Dollars in Painting Bills

MILLIONS of dollars that are spent annually for house painting could be saved by the use of Bishopric Stucco. A Bishopric Stucco home, no more costly than a frame one, is durable year after year, in tropic heat and northern cold. This means that in a few years time the owner has saved in paint bills the *original cost of the stucco*. It is like having so much money actually in the bank. For instance, it costs perhaps \$200 to paint the average frame house. This should be done every two years to keep the house in good repair and neat appearance. The owner of the Bishopric house escapes this upkeep cost. He saves, in other words, \$200 every two years.

Bishopric Stucco is permanent and beautiful. It is inexpensive in first cost; demands no upkeep, and insures a construction that gives constant satisfaction.

Note — Average estimates obtained throughout the United States show the cost of frame structures equals those built of stucco. In no case is the

cost of a frame house more than 2% less than a stucco house. In some localities the cost of a stucco house is less expensive than if built of frame. When maintenance repairs and painting

are considered, the stucco wall *pays for itself* in a few years time.

Bishopric Manufacturing Co.
Cincinnati, Ohio

Gentlemen:

I take pleasure in writing you in reference to my successful use of Bishopric Base and Bishopric Stucco.

I believe that we have climatic conditions here at the seashore which are as bad if not worse than in any other section.

You will receive a photograph of a building just recently completed by me, on which your base and stucco were used. This building is directly facing the ocean and is open to the terrific storms which we have at times, which is the most severe test that your materials could be subjected to. There is not a crack or the slightest leak in the entire surface and the walls are as hard as rock. Building is of frame construction on pilings. Base was laid up with joints broken about every eight feet.

Yours very truly,

L. LESLIE HEADLEY
Ocean City, N. J.

Gentlemen:

We wish to express our satisfaction at this time for the way in which your material has held up on the Club House.

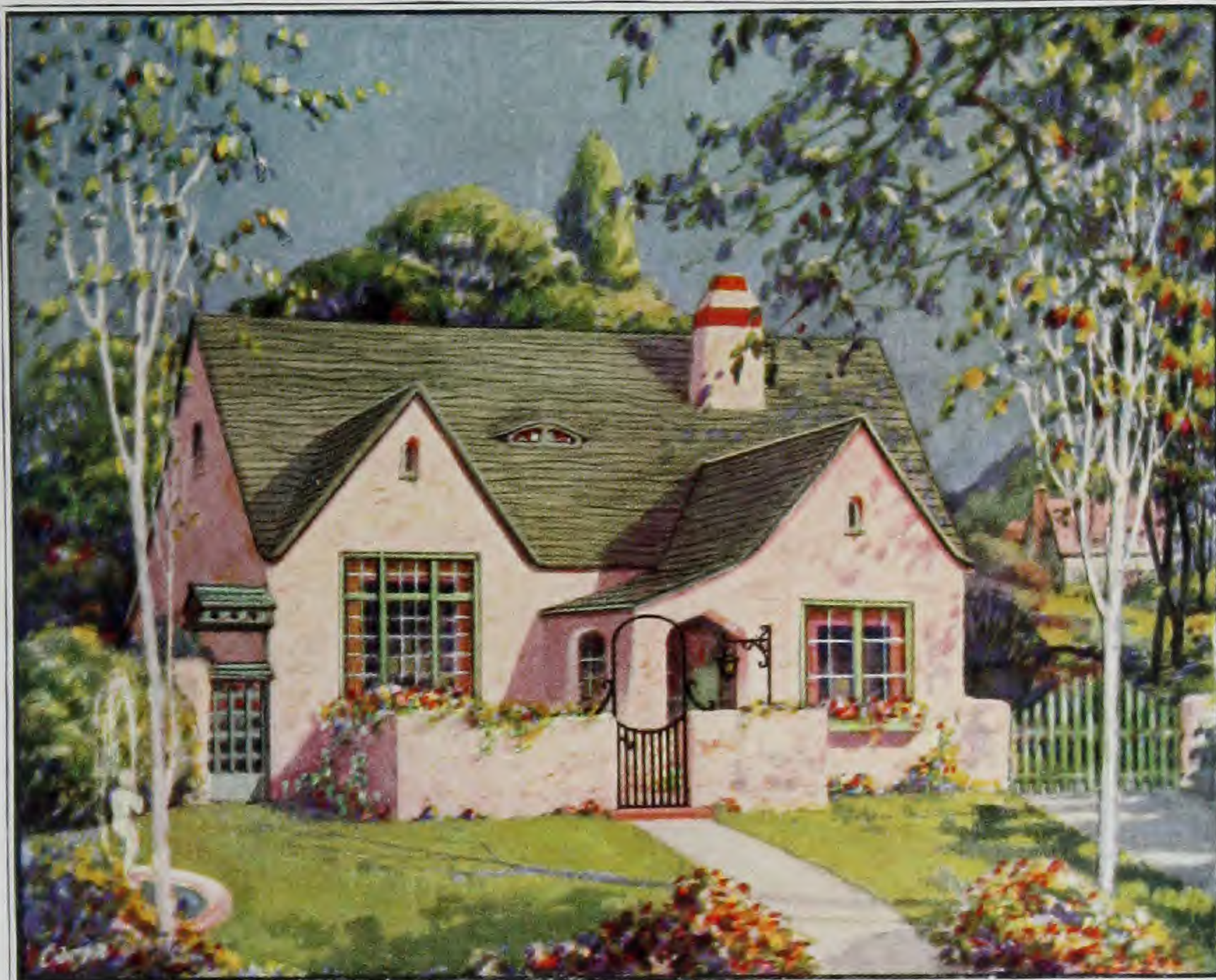
The stucco used on this building presents a most pleasing appearance and came through the winter without being affected in any way. The golf shop on which the same material was used is also in excellent condition and we are highly pleased with the results obtained from the Bishopric materials.

Very truly yours,

WM. BAIRD & SON CO.
Hotel Riverside
Cambridge Springs, Pa.



A picturesque stucco patio in
Arcos de la Frontera



The English Cottage type in charming Coral Pink

Building for an Investment

ONE BUILDS a home for all time. It is not wise to erect a house to endure but a few years. Home builders who use proper foresight do not "build upon the sands."

Bishopric Stucco over Bishopric Base is the construction that appeals more and more to those who know building values. Rich in beauty, providing a real investment, low in initial cost, the item of upkeep is one which does not exist for the owner of a Bishopric walled home.

Houses of Bishopric Stucco are pleasing in appearance; cool in summer;

warm in winter, and have a higher sale value than homes of any other type of construction. Bishopric construction costs no more than ordinary construction, yet affords the owner every building virtue possessed by other materials — and many that others do not have. With Bishopric an economical, beautiful structure can be built at high speed and low cost.



*Old arched bridge and stucco dwellings
Lago di Como, Italy*

Painstaking Supervision and Careful Analysis Guarantee Uniform Results

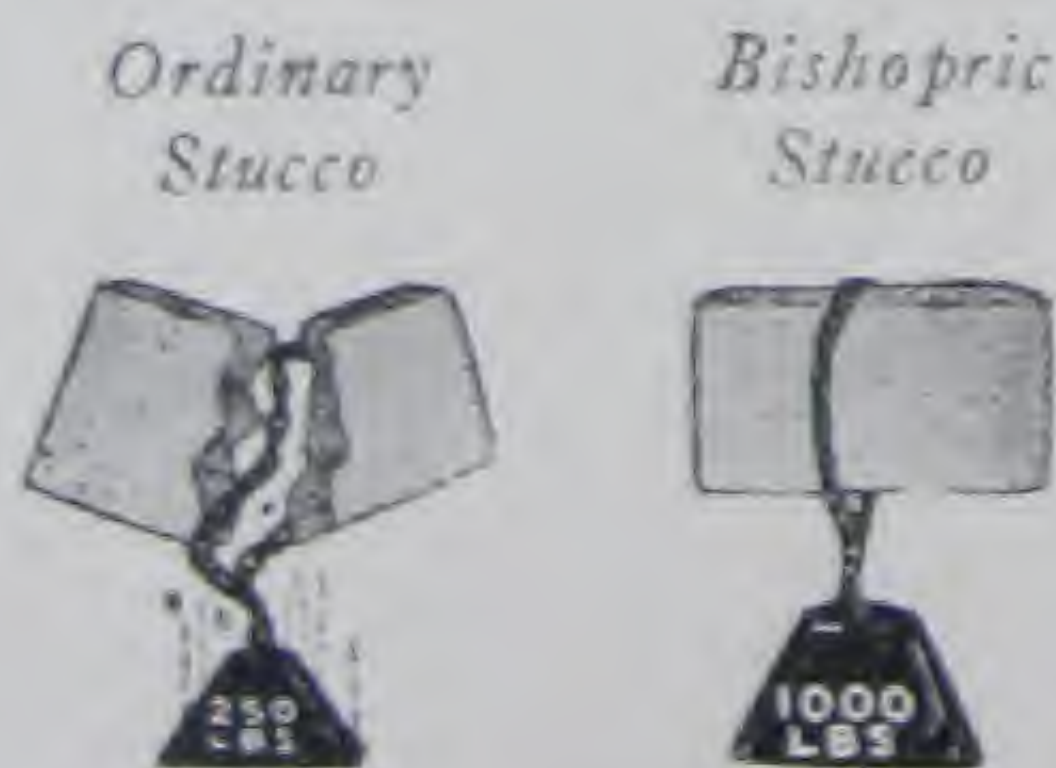
BISHOPRIC Stucco and Sunfast Finish are not ordinary stuccoes in any sense of the word. Developed under expert engineering research, Bishopric quality is maintained by painstaking supervision of mixing, and careful analysis and selection of the finest and purest raw materials obtainable.

Bishopric is the best expression of modern science in the entire field of modern stucco construction.

Each ingredient of Bishopric is selected for its purity and ability to function best in the complete mix, regardless of its cost. Each raw material is carefully analyzed and tested before going to mix, in order to be sure that its quality is up to standard. Materials are then weighed exactly and carefully mixed to provide for absolute uniformity throughout.

Pure mineral oxides provide the permanent coloring of Bishopric Sunfast Finish.

Carefully selected sands and aggregates provide the density and hardness for which Bishopric is famous. Each mix is uniform because of these rigid tests.



The enormous tensile strength of Bishopric Stucco is illustrated here. This is just one of the Bishopric guarantees of permanence on the wall.

The exclusive Bishopric Process provides a water resistant and fire-proof wall — a wall that is stronger per square inch both in tensile and crushing strength; a wall that is guaranteed

to possess 1,250 pounds cross-bending strength; a wall that will serve faithfully in years to come.

Bishopric Stucco and Sunfast Finish come to the building operation as a complete mix in hermetically sealed metal drums. There is nothing to add but water. The metal drum is absolute protection against setting up of material in transit or storage.

This exclusive Bishopric container keeps the material in absolutely fresh condition from the day of manufacture to the time of application on the job. Insist on Bishopric Stucco in the original metal drum. It is your guarantee of Bishopric quality and Bishopric results.

The Bishopric Mfg. Co.
Cincinnati, Ohio
Gentlemen:

Answering your inquiry as to my experience with your Bishopric Base and Bishopric Stucco, will say that I used about six hundred yards of each on the First Baptist Church in this city. I used your Alba White Stucco with spatter-dash finish and I am frank to say that it is the best stucco I have ever seen.

Your material is the most uniform in color, besides being the whitest. It is absolutely water-proof and gets harder than any other stucco I have ever used.

E. D. SHUCK
Kansas City, Mo.



Ordinary Stucco

The average stucco being marketed today is extremely porous and therefore NOT WATER-PROOF. Notice the spongy porous formation in enlargement above and compare the density of Bishopric shown below.



Bishopric Stucco



A beautiful example of Old Ivory Stucco with half timber

Surpassing Beauty of Texture and Color in Bishopric Sunfast Finish

COLOR! Beauty of shade — beauty of finish and texture — rare harmony of color — all are now at your command for the stucco finish coat of that new home; and at very slight cost.

For years the builders of this country have waited and asked for a practical and beautiful color finish for stucco

homes — at last it has been perfected — Bishopric Sunfast Finish!

How you have admired the picturesque old world stucco dwellings of Italy and Southern France — particularly those along the Riviera, with their blend of flowers and shrubs, their complete sense of restful harmony.



Striking effects secured with different color combinations and textures



*Courtyard of the "Golden Cross"
Oxford, England*

Home builders in America have hesitated in using color, partly because the proper materials were not available and partly because of a fear that the use of color in stucco would be a bit too radical. There has been, however, a new realization of the value of colored stucco in

working out a complete landscaping scheme, and in the expression of individual ideas. Builders of excellent taste are now using Bishopric Sunfast Finish throughout America with charmingly harmonious effects. And what appealing colors! Old Ivory, Ivoril Cream, warm Sienna and Spanish Buffs, Granistone Gray, cool Opal Green for southern climates — in fact, a color for every style of architecture. With Sunfast you can obtain



These are just a few of many possible charming color blends

the tastefully unique and individually expressive.

The Ideal Construction for that New Stucco Home

If you wish a touch of individuality for your new home, beauty of finish that you can point to with pride, all at low cost, with a minimum of upkeep, we suggest the use of Bishopric Stucco, with an attractive finish coat of Sunfast in the desired shade.

Yours will be a permanent, beautiful wall — one that will blend harmoniously with its surroundings, and be a fitting exterior for the home life within.

*Quickly and Easily
Applied
Permanent*

Bishopric Sunfast Finish is practical because



Stucco is used on the buildings and archway of this old street of Constantine



it can be applied quickly over any exterior stucco, brick, cement or concrete surface. It mixes readily and easily, spreads smoothly and forms a permanent coating. Dampness in the air serves to increase the setting and adhesive powers of Sun-

fast, instead of retarding as in the case of oil finishes. Sunfast is a permanent, damp-proof coating of great bonding power. It comes as a dry powder in an air-tight metal drum, and is mixed only with water on the job.

I have used your material in a number of instances and have found that it is ideal both as to cost and durability.

S. S. BEMAN, *Architect*
Chicago, Illinois



*Quaint stucco dwellings at Bielsa
in the Pyrenees*



Circassian Brown Stucco with thatch roof

The Bishopric Manufacturing Co.
Cincinnati, Ohio

We have been using your Bishopric Stucco and Base for a considerably long while and find it to make a solid, permanent wall. Your stucco is specified on all our jobs.

Our stucco mechanics are all picked men who specialize in stucco work and whom all have come from Europe (Italy). These men have been doing stucco work (plain and ornamental) all their lives. We have let them try

every stucco on the American market and they have picked out your Bishopric as the best product this side of the Atlantic Ocean.

I do not want to say too much of your stucco but I'll say this much: Let every successful builder try Bishopric and he will see, find and know the difference.

Yours truly,

SAMUEL TUMMINELLO
THE SAMUEL TUMMINELLO CO.
St. Louis, Mo.

What Leading Architects, Builders and Home Owners Say

THE home-owner knows what he has bought. He has watched it carefully, for he paid for it. The ultimate consumer is the court of last resort on

anything he buys. The verdict of the home-owner is a unanimous one for Bishopric Stucco. Read what these few of thousands of satisfied users say:

Gentlemen:

I put on my first job of Bishopric Stucco of 200 yards as per directions.

I am convinced that it is a good material as it does not absorb water, and as it does not freeze, winter cannot damage it. It was freezing about 5 degrees when we put on some of it, but that did not make any difference.

Yours truly,

THOMAS H. NYE
Lyndonville, New York

I am using Bishopric Stucco and find it to be the best on the market.

I have used it on eleven residences and have several more in sight, and would not use any other stucco material when I can get Bishopric.

D. W. MARTIN, Stucco Contractor
Neodesha, Kansas

Dear Sirs:

In our building we use both Bishopric Base and Bishopric Stucco with unquestioned results for permanence and beauty.

No part of the structure gives us more genuine satisfaction than the use of these materials.

Very truly yours,

MYERS Y. COOPER
The Home Builder
Cincinnati, Ohio

Gentlemen:

We have been selling Bishopric Base for about six years and to my personal knowledge have never had a single complaint, notwithstanding the fact that we have been selling more each year.

We stocked Bishopric Stucco and Sunfast Finish in carload quantities as soon as these were put on the market, and from experience believe them to be superior to any such products now being sold.

Yours very truly,

J. H. TURNER
Wichita, Kansas

Gentlemen:

In reply to your letter of September 14th I received your package of samples and literature with much thanks. I used your stucco on the last house I stuccoed and found it to give satisfaction. It is the best stucco I have found.

Very truly yours,

FRANK MERREY
40 North Green Street
East Stroudsburg, Pa.



EDWARD C. McGARRY
General Building Contractor

Gentlemen:

It gives me a great deal of pleasure to recommend Bishopric Building Units. I have used them in several operations, but especially have they proven satisfactory in three theatre jobs which I have recently completed.

I expect to be a consistent user of Bishopric Building Units as long as they maintain their present quality and service.

Very truly yours,

EDWARD C. McGARRY
Cedar and Atlantic Avenues
Wildwood, New Jersey



WERKING AND SON
Architects

Gentlemen:

Your letter of the 20th has been called to the attention of the writer with reference to our opinion on Bishopric Stucco over Bishopric Base, and we can inform you that on several occasions we have had the privilege of using your product and same has proven satisfactory in every instance.

Yours very truly,

PAUL R. WERKING
WERKING & SON
Richmond, Indiana

I take pleasure in stating that I am perfectly satisfied with the stucco you placed on my house. It looks far better than I thought it would, due to the splendid workmanship in putting it on.

I consider that I have added 50 per cent to the value of my property at an outlay very little greater than paint would have cost.

I have had my insurance reduced 40 per cent and expect to save at least 10 per cent in fuel.

Yours truly,

W. B. CONVERSE
The Canadian Bay Company, Limited
427 St. Patrick Street, Montreal

Gentlemen:

I have used Bishopric Stucco on a residence (200 yards) and find the material A-1.

The man for whom this residence was built is going to put up three more in the spring and will use no other stucco. A lot of people have been to look at this job, which stands alongside of one where another magnesite stucco was used, and the contrast, in favor of Bishopric Stucco, is easily apparent.

I am now figuring on seven other jobs here, using Bishopric Base and Stucco.

Very truly yours,

R. P. LITTICK, Stucco Contractor
1001 West 10th Street, Sedalia, Missouri

I am enclosing photos of my residence "before and after."

There is nothing to show from the outside, except the window frames, but what this is a new building, although it was built for one half the cost of a new one. Were it not for Bishopric, it would not have been rebuilt at all.

Yours truly,

D. STANLEY CORWIN
Greenport, New York



*The old stucco mill at Les Travers
near Nice*

You Should Know these Facts About Bishopric Unit Wall Construction

Stucco is only a wall covering not more than one inch thick. It is important, therefore, to look behind the stucco and to select carefully the re-inforcing base or background to which the stucco is applied. This base must clinch the stucco in a grip that never loosens; this base must be designed to overcome contraction and expansion — stucco's most deadly enemies. The re-inforcing base must hold the stucco to the wall for many years if you are to realize the full value of your investment.

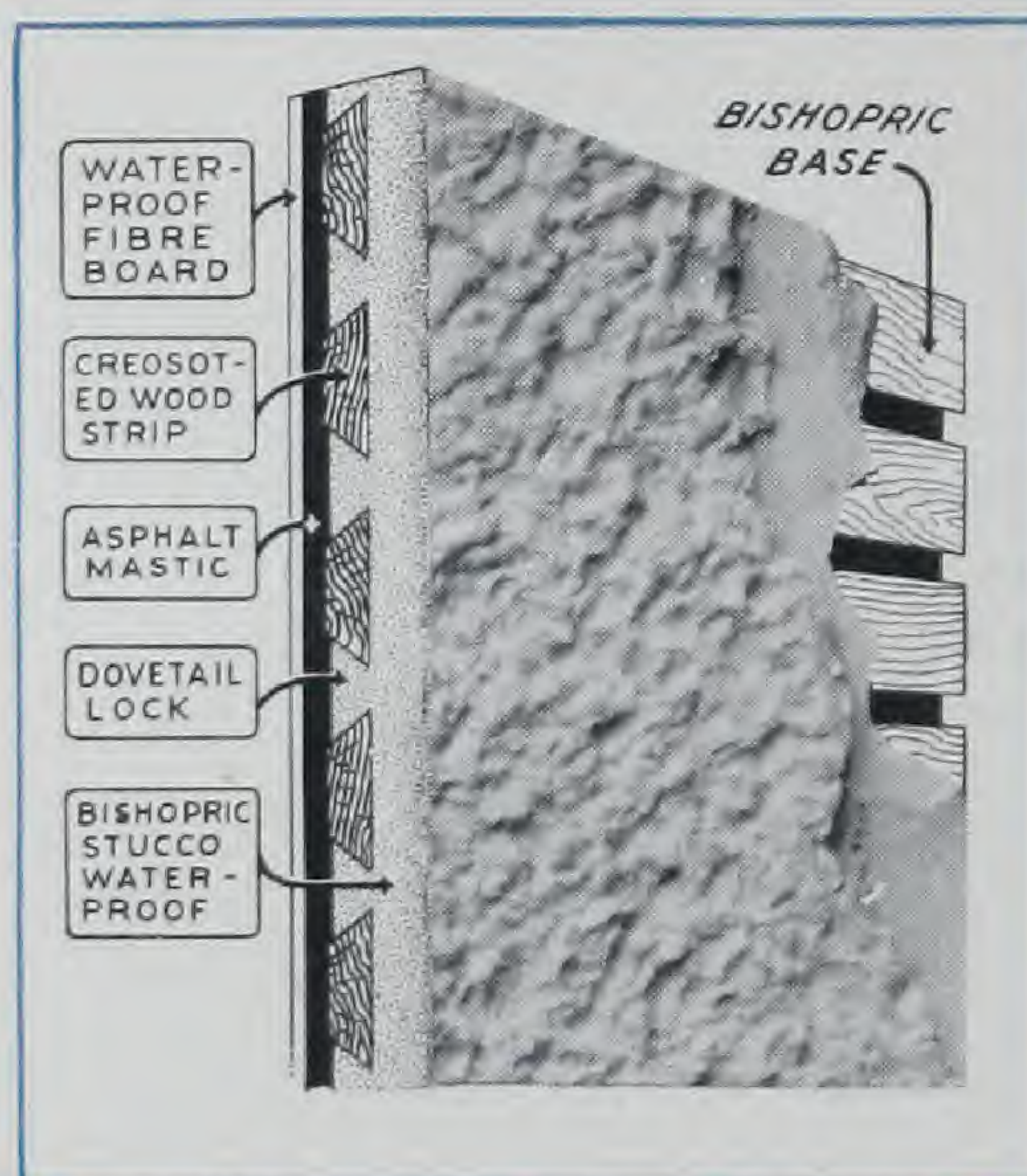
Bishopric Base consists of a fibre board heavily coated with asphalt mastic — air-tight, vermin-proof, weather-proof. Into the hot asphalt are embedded beveled wood bars under great pressure. This material, a combination sheathing, insulator, and re-inforcement for stucco, is now ready to leave the factory and arrives on the job in rolls containing 100 square feet. It is Bishopric Base.

Leading architects, contractors and builders specify Bishopric Base, the Insulating Re-Inforcement for stucco

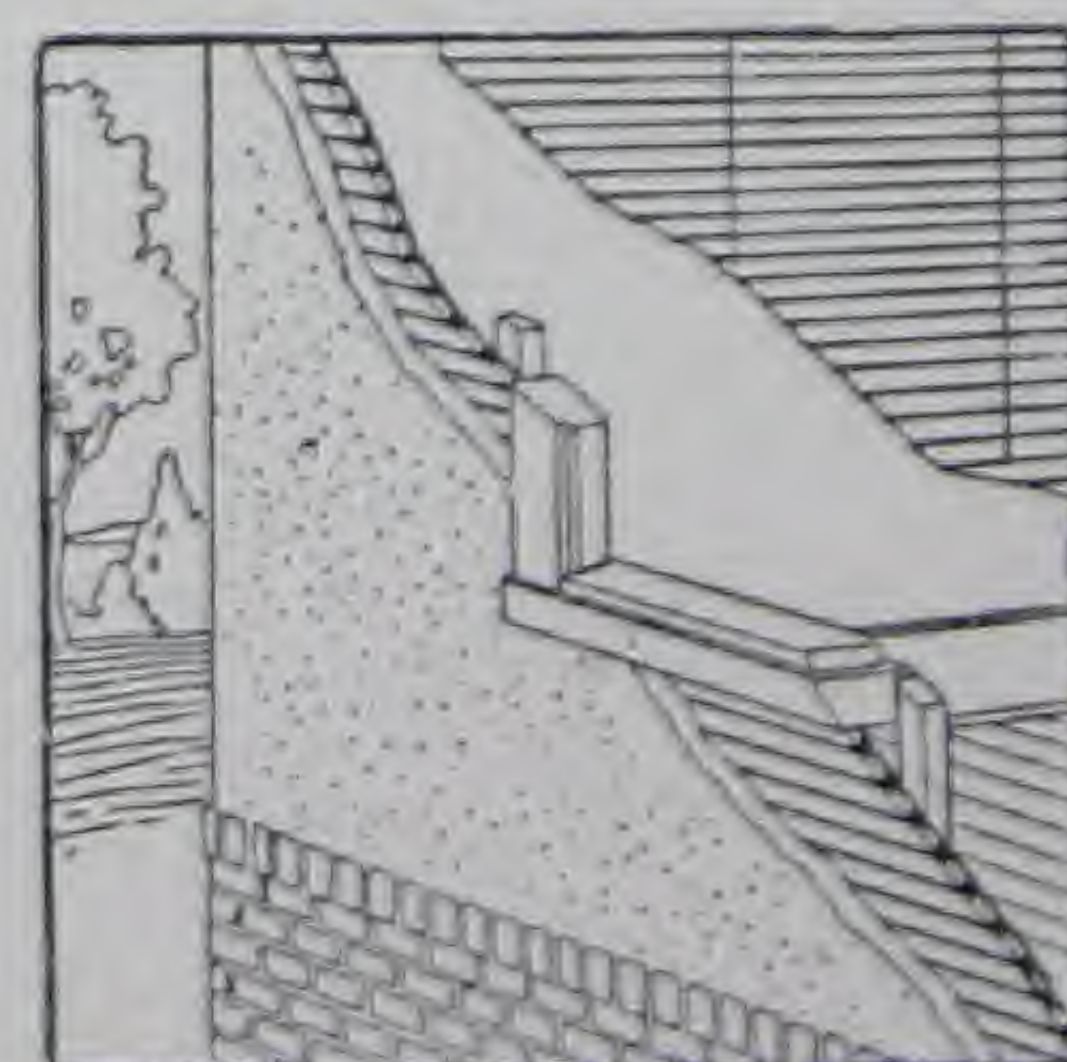
or plaster walls. They recognize it as the most efficient background for stucco that this age has produced. Bishopric saves labor and mortar in application. It saves time in the construction of the building. Stucco does not loosen from the claw-like grip of the Bishopric Creosoted Base. In addition to these indis-

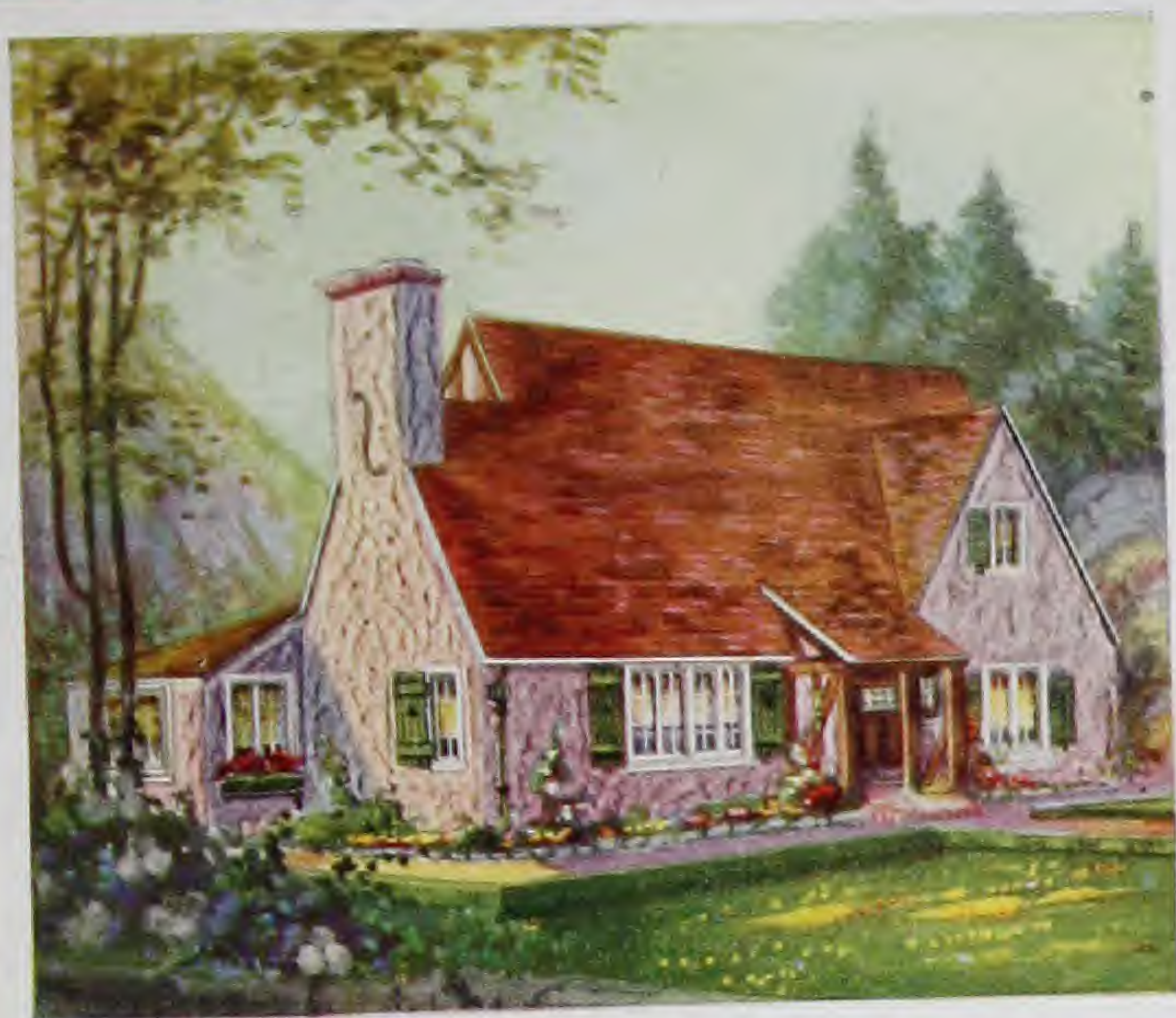
pensable qualities, Bishopric has the added advantage of being a real insulator. This means actual dollars saved in fuel bills. It means the keen joy of real living comfort, winter and summer.

Be sure to specify Bishopric Base, the Insulating Re-Inforcement for every stucco or plaster wall.



*The Palace at Fontainebleau
A beautiful example
of stucco in the French chateau style*





Questions and Answers

Q. What is Bishopric Stucco?

A. A fireproof, waterproof, everlasting finish for exterior walls.

Q. How is it applied?

A. It is applied over Bishopric Base, like plaster over lathing.

Q. What is Bishopric Sunfast Finish?

A. It is the special color stucco finish that is applied over Bishopric Stucco.

Q. What is Bishopric Base?

A. A combination of units forming a background for Bishopric Stucco. It consists of a heavy, tough, waterproof, durable fibre board, covered by an exclusive process with a heavy coat of asphalt mastic, into which wood strips, with interlocking dovetail keys, are imbedded under great pressure.

Q. Why the coating of Asphalt Mastic?

A. This material makes the fibre board proof against heat, moisture, wind, air or sound.

Q. Why the dovetail key construction of the wood strips?

A. The dovetail key provided by the wood strips locks the stucco in a grip everlasting.

Q. Does the Bishopric Stucco require special mixing?

A. No. It is factory mixed, and tested for strength and uniformity. All that is necessary is to add water and stir to mortar consistency.

Q. Can Bishopric be applied on old buildings?

A. Yes, it may be applied over surfaces of new or old brick, hollow tile, stone and frame buildings.

Q. How is it applied to old frame buildings?

A. We recommend taking off the old weather boarding and putting on Bishopric Base. This provides a firm, solid foundation, wherein there will be no bulging, cracking, etc.

Q. Is this not more expensive than applying over old weather boarding?

A. No. The expense of removing the old weather boarding is very slight and the old siding may usually be sold for enough to cover the cost of taking it off.

Q. How does Bishopric compare in cost with other wall construction?

A. It is more economical (about the cost of frame construction). It saves on material costs and it saves on labor costs — the most expensive items in construction.

Q. How does it compare in durability?

A. Bishopric Stucco, over Bishopric Base, properly applied, will last as long as the foundation itself.

Q. How about the upkeep cost?

A. Less than on any other material. No painting, no staining, no repairs of any kind.

Q. Why is Bishopric superior to other wall construction?

A. Because it combines beauty with durability, comfort with economy in a degree seldom found in any other building material. It provides perfect insulation, making the house warm in winter and cool in summer, cuts fuel bills by preventing the waste of heat, keeps out moisture and dampness, makes possible a uniform temperature and thus safeguards the health of your family.

Q. What makes Bishopric fireproof?

A. (a) The Asphalt Mastic used in the Bishopric Base. (b) The Magnesia Rock used in the stucco is the same material used in the lining of furnaces in steel mills, blast furnaces and smelters.

Q. What finishes may be had in Bishopric?

A. A great variety of beautiful and attractive surface effects are available, including stipple, spatter, float, sand spray and rough cast.

Q. What colors does Bishopric Sunfast Finish come in?

A. Bishopric is produced in standard colors — Alba White, Shell Pink, Sienna Buff, Ivory Cream, Granistone Gray, French Gray and Circassian Brown. We can also furnish Bishopric to match any special color desired.



Mission San Juan Capistrano, San Antonio
Erected in the 17th century



The BISHOPRIC MANUFACTURING CO.
216 ESTE AVE. CINCINNATI, OHIO

